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What's New for Developers in the Oracle Universe

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Oracle Corporation

Oracle and AMD

Sun-Oracle-AMD Business Grid
Showcase Launch

Date : 17th November 2005
Time : 10.30am



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- Working together on 64-bit computing
- Developer preview of Oracle Database 9iR2
- Now available:
 - Oracle Database 9iR2, 10gR1, 10gR2
 - Oracle Application Server 10gR1, 10gR2, 10gR3
 - Linux, Solaris and Windows 64-bit platforms
- 32-bit software on 64-bit O/S is NOT supported
- Please check Oracle Metalink for certification

ORACLE FUSION MIDDLEWARE

COLLABORATIVE ENTERPRISE PORTAL



Portals, Collaboration, Mobile, Desktop, Search

DEVELOPMENT TOOLS



Modeling,
Development Tools,
Frameworks

COMPOSITION & PROCESS ORCHESTRATION



BPM, ESB, B2B

INFORMATION AGGREGATION & ANALYSIS



ETL, Hubs, Content Mgmt., BI, BAM

MANAGEMENT



Systems
Management

ENTERPRISE APPLICATION SERVER



J2EE, WS-*, Events, Metadata, Registry

SECURITY



Identity, Services
Management

GRID COMPUTING



Clusters, Resource Management, High Availability

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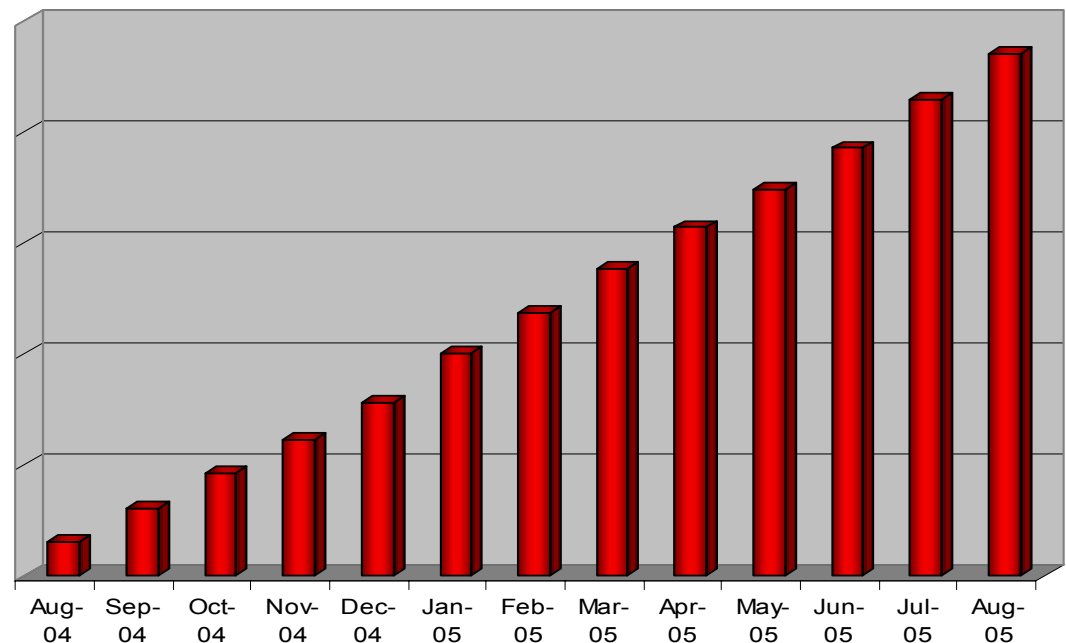
Customer Adoption



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Momentum

- Very Large Developer Community
 - Most popular discussion forums after the database
 - ~4,000 Posts/month
- > 2M Software Downloads
 - Most popular download after the database



JDeveloper Downloads from OTN

Customer Challenges

- Different architectures
 - J2EE, .NET, PHP, PL/SQL Best Practices
 - Service Oriented Architecture
- Different technologies
 - WS, BPM, XML, WSDL, Portal, Wireless, etc.
- Different data sources & access
 - Database, Legacy, Packaged Apps, WS, etc.
- Diverse set of developers
 - Different technical skills and development styles
 - All need to be productive

Productivity With Choice

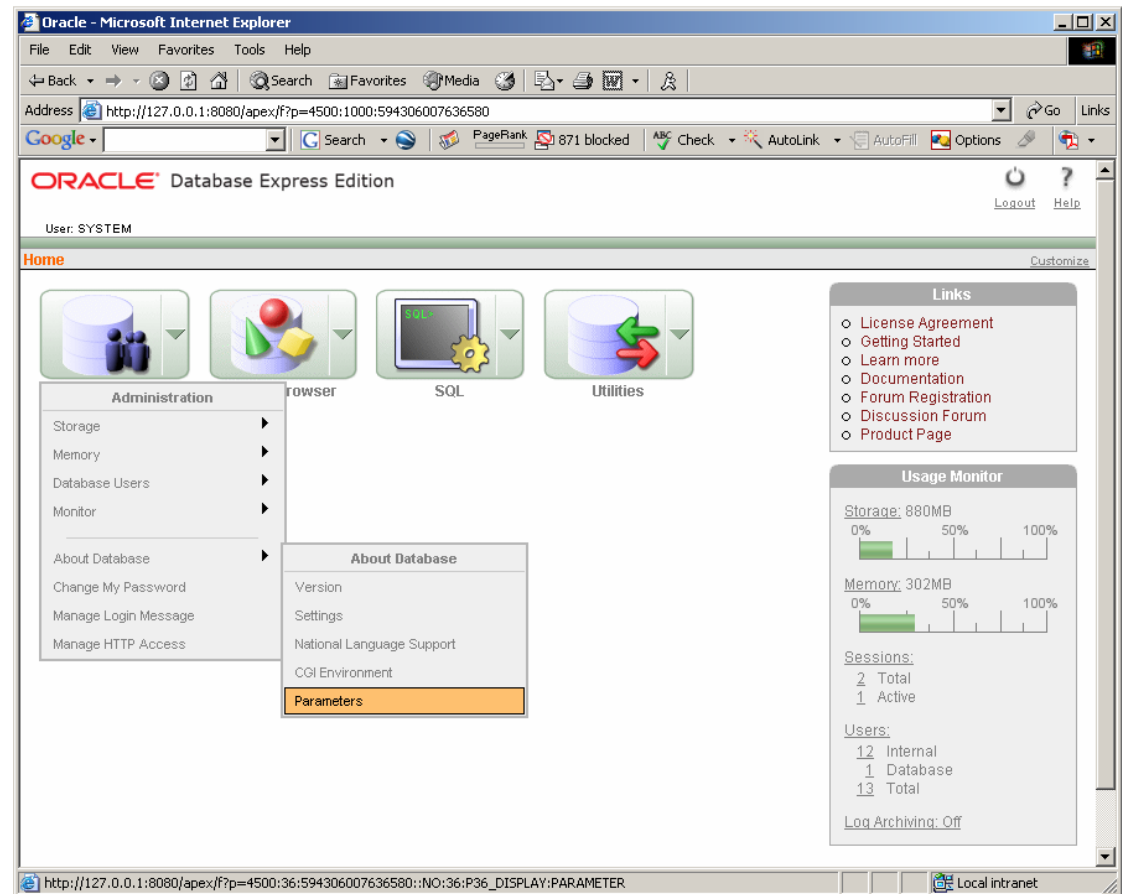
- Highest Level of Productivity
 - For all developers
 - Visual & Declarative
 - Integrated
 - Simplifies Service Oriented Development
- Keep your Choices Open
 - Technologies
 - Development Styles
 - Development Tools
 - Deployment Platforms

Free Development Tools for all Platforms

- Database
- Java/J2EE
- Windows and .NET
- PHP

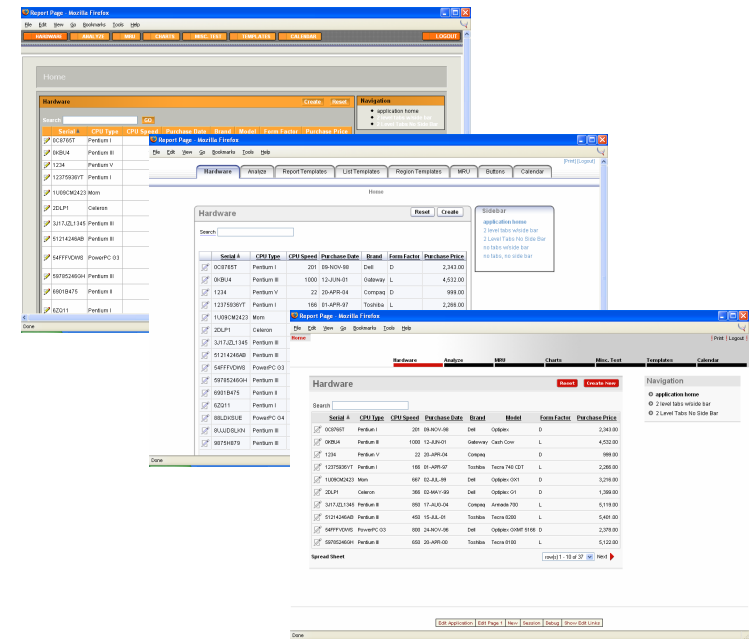
Oracle Database 10g Express Edition

- Small-footprint starter database
- Free to
 - Develop
 - Deploy
 - Distribute
- Free online community forum
- Windows & Linux



Oracle Application Express 2.0

- Quick assembly of reporting and data entry applications
- No programming or scripting
- Instant deployment on the Web
- Use the full power of Oracle Database 10g



Oracle SQL Developer

- Designed for Database programmers
- Core Features:
 - Manage multiple DBs
 - Write SQL statements and scripts
 - Evaluate explain plans
 - Browse and edit schema objects
 - PL/SQL editor with code completion and debugging
 - Predefined reports
- Available on Windows, Linux and Mac OS X
- All editions and versions from 9.2.0.1



D E M O N S T R A T I O N

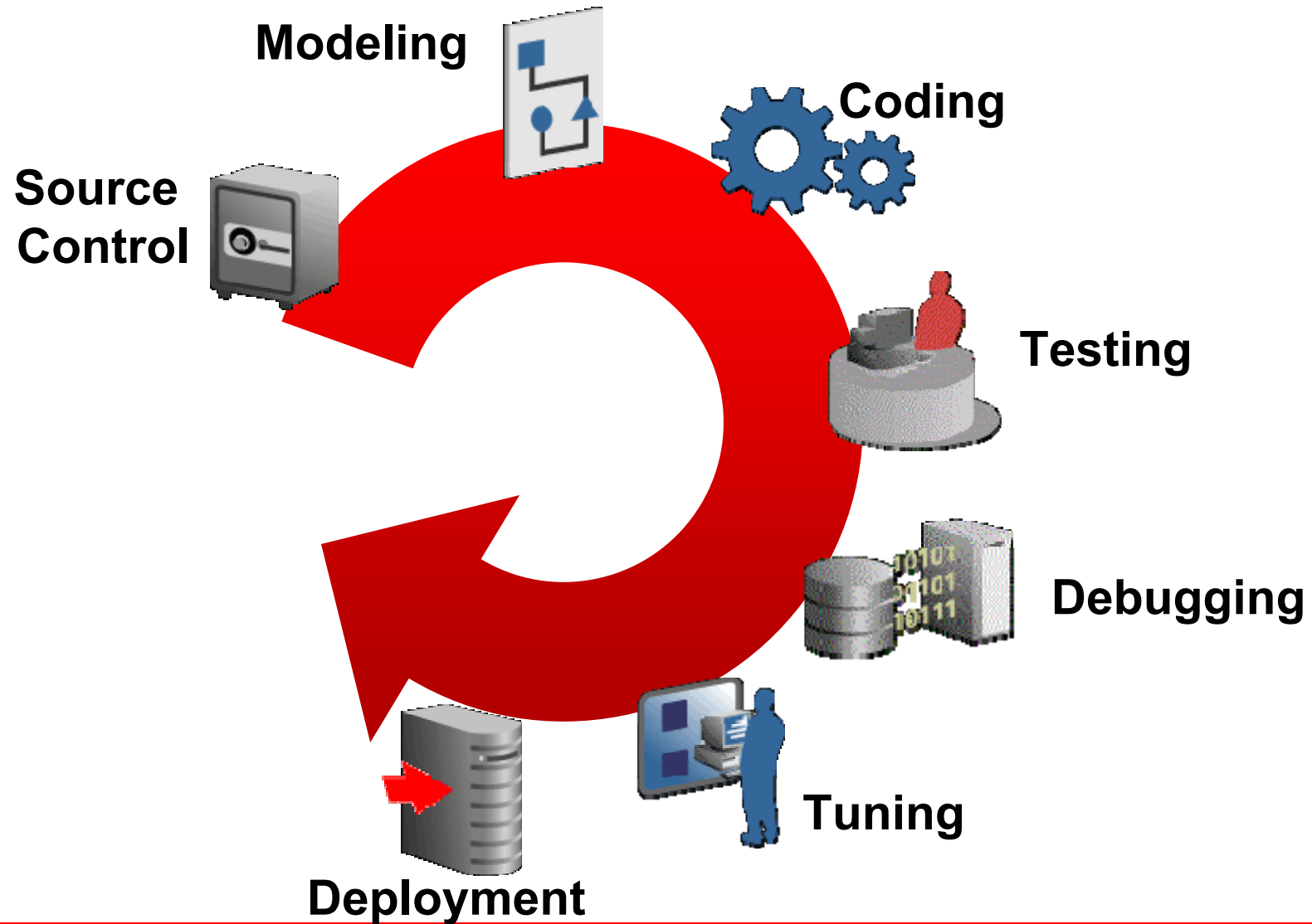
Oracle Database 10g Express Edition

Oracle JDeveloper 10g

- Standards-based Free IDE
- Integrated Tool for the Platform
 - J2EE Development
 - Web Services
 - XML
 - Wireless
 - Portal
 - Business Process modeling (BPEL)
 - Database (Modeling, SQL, PL/SQL)
 - Business Intelligence (BI Beans, Reports)
- Common Tool = More productivity
 - Common Concepts, Common Gestures










Full Development Lifecycle



JDeveloper 10g & Oracle ADF

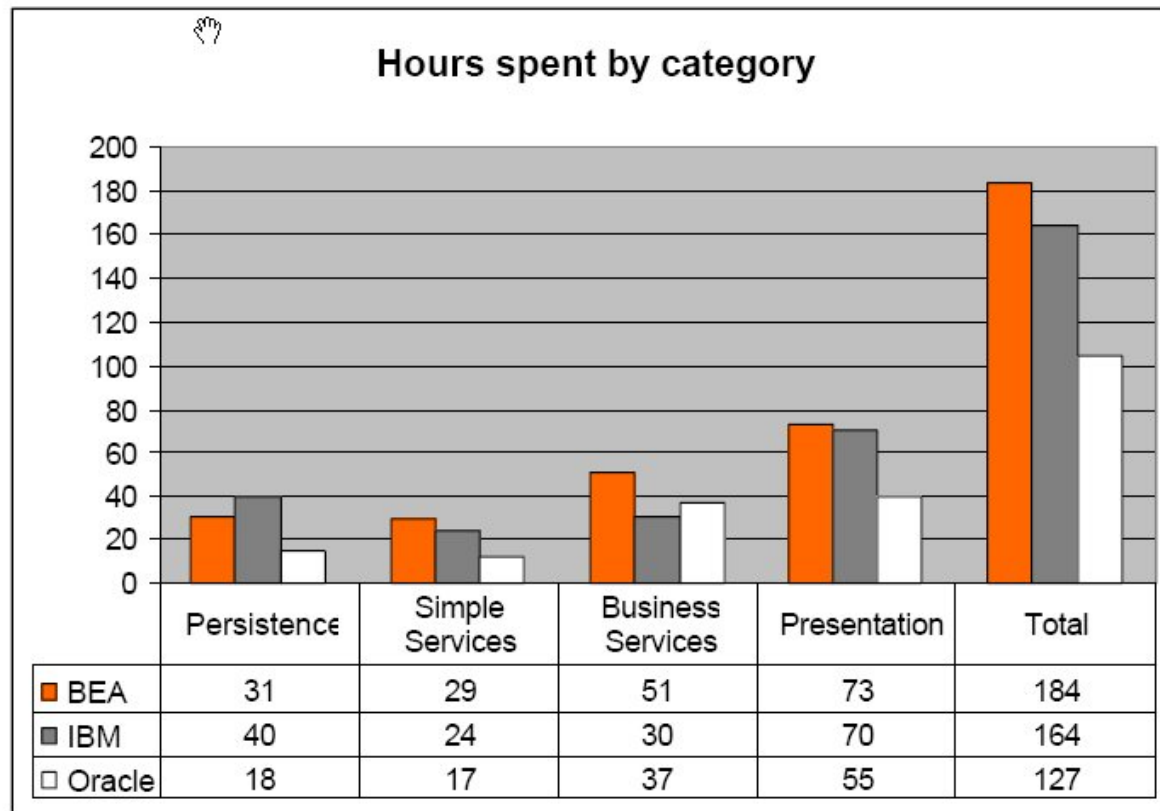
- Increase Productivity & Ease-of-use
 - Visual and declarative development
 - Less coding, more reuse
 - Reduce Learning Curve & Resource Issues
- Promote Service Oriented Development
 - Re-usable Business Services
 - Out-of-the-box design patterns
- Standards-Based
 - Uses standard data & code whenever possible
 - Choice of technology – Not all-or-nothing

JDeveloper & ADF in the News

	Ranks second to none
	Oracle has impressed me ... and their latest Java IDE is no exception
	Developing apps visually on top of the ADF is surprisingly simple
	Now joins the top IDE echelon
	Considered as a RAD tool for J2EE, this is the best I've seen
	Does not have to hide behind other modern IDEs
	(the framework) makes JDeveloper more attractive to more mainstream developers

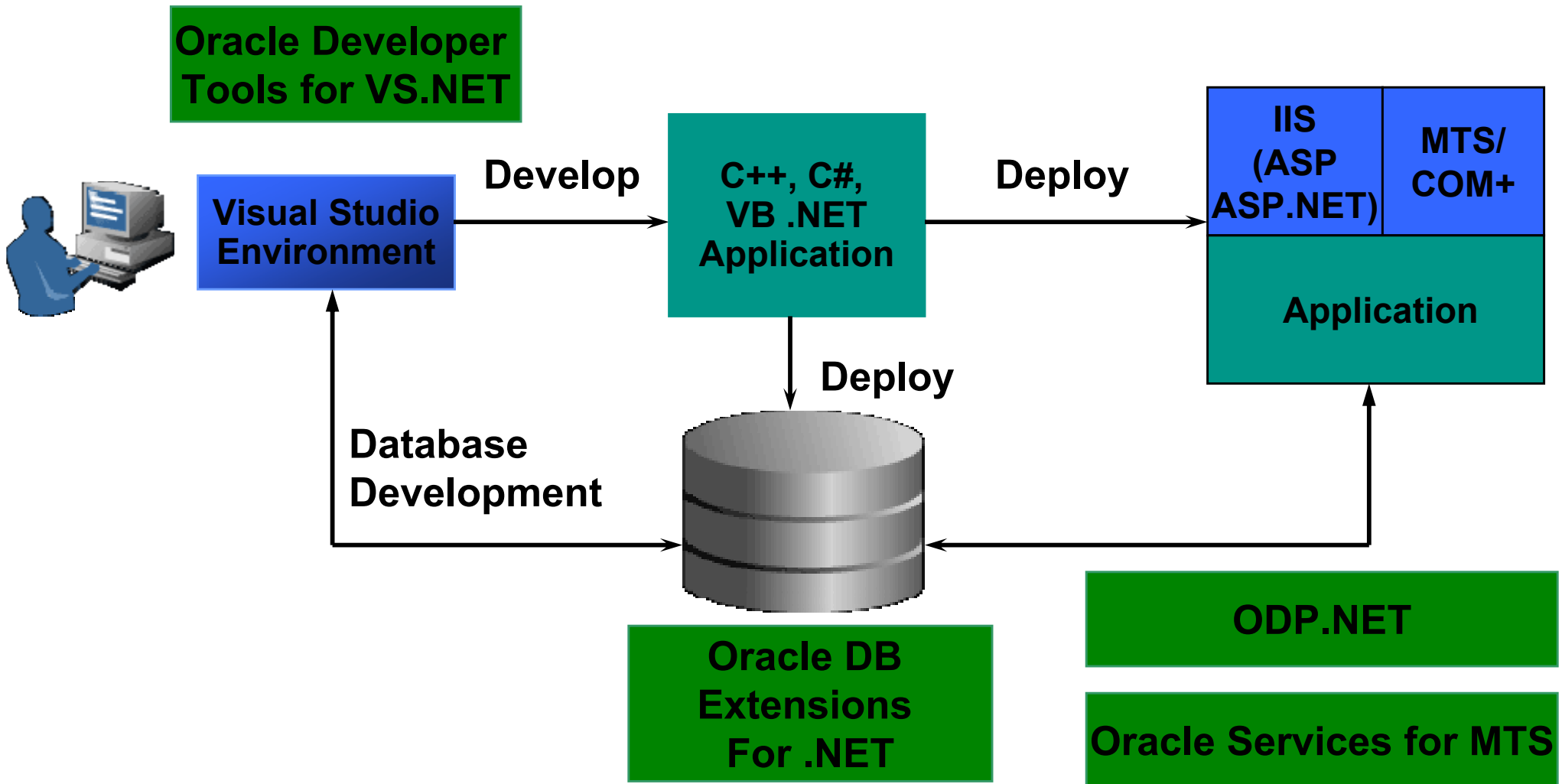
Most Productive SOA Development

- 45% more than BEA, 30% more than IBM



Source: The Middleware Company

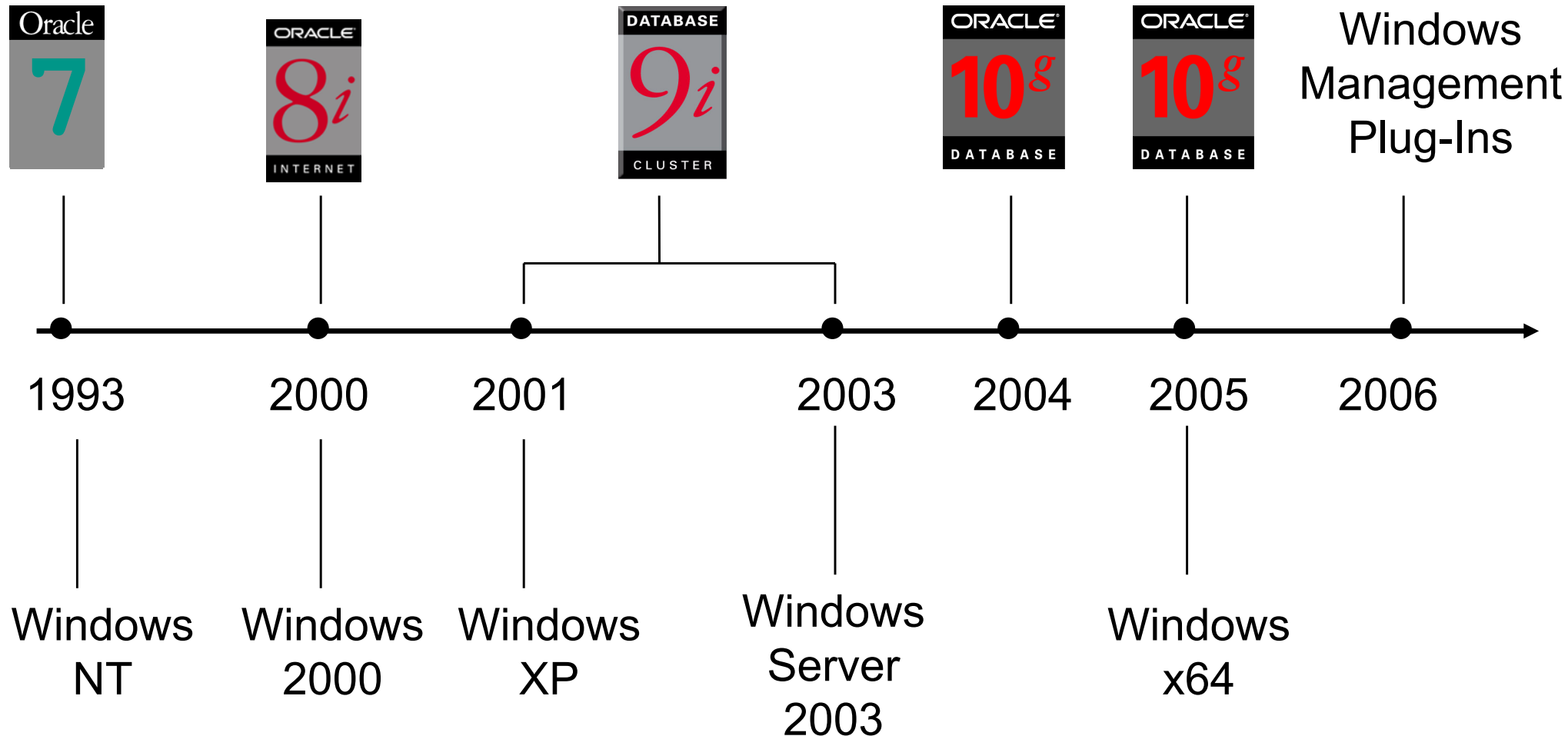
Windows Development Environment Support



ODT Feature Overview

- Oracle Explorer – browse and alter schema
- Wizards and Designers
- Automatic code generation
- PL/SQL Editor/Debugger with IntelliSense
- Oracle Data Window
- Oracle Query Window (ad hoc SQL)
- .NET Stored Procedure Deployment Wizard
- Integrated help system – SQL, PL/SQL keywords

Oracle's Commitment to Windows



PHP

- Strong relationship with Zend
- Zend Core for Oracle
- PHP extension for JDeveloper
- Development group and product manager based in Melbourne

Oracle University Courses

- Oracle Database 10g: Administration Workshop I
- Oracle Database 10g: Administration Workshop II
- Oracle Database 10g: New Features for Administrators
- Oracle Database 10g: Develop Applications Using Application Express
- Oracle Database 10g: SQL Tuning Workshop
- Oracle Enterprise Manager 10g Grid Control
- Oracle BPEL Process Manager: Services Orchestration
- OracleAS 10g R3: Build J2EE Applications II
- OracleAS 10g R3: Java Programming
- OracleAS 10g: Develop Web Services
- Oracle Forms Developer 10g: Build Internet Applications
- Oracle Forms & Reports Developer 10g: Move to the Web

For a complete list of courses, visit our website at www.oracle.com/education

Oracle Development Tools

- Integrated
 - Full Development Life Cycle
 - For all major platforms (J2EE, .NET, PHP)
- Productive
 - Visual and Declarative
 - ADF, Visual Studio Integration
- Standard
 - Choice of Technologies
 - Choice of Deployment Platforms
- Strategic
 - Thousands of customers
 - Project Fusion (> 5,000 developers)

... and they are all

Free!!!

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